[illegible]

921-2311 FAX.

To get to critical mass size - have to agree that that's what we want to do.

CIRC now. Print order.

expire analysis. Cost.

renew by source

what we charge.

cost to produce < fixed / vbl.

+ editorial costs.

+ How we sell new subscribers.

Direct mail — in for next couple wks, then wk away.

Sell ads

Bi-monthly.

Pricing

1 - Sample size large enough

2 - Hard core renewal people - may resist; pick up later.
Behavior of new people most important.

3 - x.77 magical mktg #. 27 - hard to divide by 4.

4 - $20 is the hump/yr out in reg. mag biz.
Did you test $17? Can't price yrself away from the market.

5 - Used 26 - in low, move 'em up.
Now - renewal at same px - get longer ~~cmt~~ commitment.

Charles C. - 5/14/91 - AET Update

Compensation

Call Michael Katz

- Book Packager for the Zen Center

Next Mtg June 4

Propose Hyp. out of that mtg

4 Product Lines

B/cs

Mag

Conferences

WELL

Q: Improved pay/benefits or More impact

Measurable effects -

More crisply expressed focus

- 5 yr Financials by prod. line
- Tell Susan about appts. = Bd/Staff Bill Musick will call
- ~~$~~ Tell Sarah about Marge Bushman's call
- Selling/Distr.: Jack Ladd or Jim Gregory

# ACT

## Request Press Kits

- Utne
- Sierra
- World Watch
- Garbage

Get Cards fr. Pacific Lists

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198~~7~~ DM results

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Peace Corps – overseas distr.

# ACT Team

Sparky Campanella –
- Travel Mag. Start-up
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Pam Seidenman
- PhD Student in Org. Behavior
- Former Exec Dir. of Student Pugwash (social ethical aspects of tech & science)
- ~~Internship~~ Newsletter Publisher
- Did FR for Pugwash

Marge Bushman
- Development mailings
- Printing
- Fmr. Dir. of Product Mgmt. for Yell. Pages
- Sunset
- Wordstar/Micro Pro

Bill Pryor
- Hospital Equip. Leasing – 15 Yrs
- Sales Mktg / Sales Mgmt.
- People person

Jack Ladd
- Works with Consumer Mags.
  Big all the way to newsletters, start-ups
- Computer models
- ☐ Can meet in his office in Pacific Hts

Team Leader — Charles Cagnon
- Runs strategy projects for PacTel
- Used to work here ~1979
- Interested in what has happened to WE readership
- ☐ Can meet in his Fin. Dist. office

First Meeting 5$^{30}$ Tues

☐ Send all info on the WECC

☐ - Prepare list of issues to consider
  - people to talk to
  - financial reports

☐ Mention to Charles: sub-text on planning/circ